

ANNUAL REPORT 2022



Our mission is to connect our community with free books and literacy resources to ignite a love for reading that reflects and affirms the unique identities of young readers.

[madison**reading**project.com](https://madisonreadingproject.com)

1337 Greenway Cross, Suite 186 | Madison, WI 53713

Dear friends,

As we close our year of engaging the community throughout Southern Wisconsin, we write to say thank you!

Thanks to your generosity, this year, we've reached more than 60,780 children with over 94,000 new books of their very own. We're very proud of both milestones, which are possible only through your support.

Another highlight of this year is our Books for Educators program; last school year, we gave 1000 educators more than 25,000 books to fill their classroom libraries with select titles to match their students' interests.

We focus on providing access to new books that reflect and affirm a child's unique identity. We fundamentally believe the likelihood of literacy success stems from igniting a love for reading and increasing book ownership.

On behalf of the Madison Reading Project team, our volunteers, and our amazing community of supporters, we thank you!

Sincerely,
Rowan Childs, Founder/Executive Director

PROGRAMMING REPORT

We give free books directly to children at book giving events and during our enrichment programming visits. In addition, we provide books to schools and community organizations to build classroom and program libraries or to use for internal events or services.

Little Free Libraries

In 2022, we continued building and maintaining Little Free Library stands all around the Madison area. Small book box stands built and installed outside in a neighborhood. We stock them with free books that anyone can read and return or keep for their very own. With the help of community volunteers and our other partners, we build, restock and maintain the wood box stands so anyone can get a book to read any time. Access to print books is a great and simple step in enhancing reading achievement overall.

My First Pages

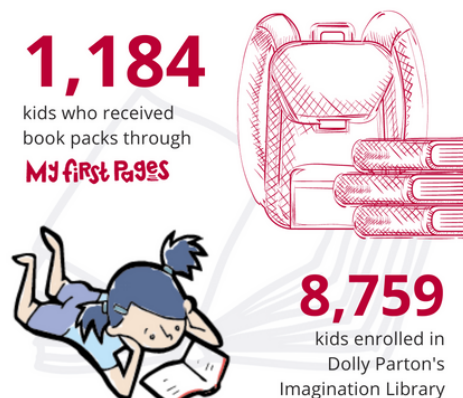
In our second year of the pilot program, we provided 2,367 Dane County children with access to ten high quality books each year from birth to age five. Working closely with community partners like Reach Dane, we distribute books and activity packs that encourage reading skills prior to school age years. Through increased book ownership, this will help give families more opportunities to build early literacy skills. And, we also ensure that book options include other languages are represented other than English. This program is made possible by support from American Family Insurance Institute.



"I wanted to thank you again for this amazing opportunity! As a first year teacher, I especially appreciate your support while building a classroom library that is representative of my students' diverse interests and lived experiences!"

2022 Impact

Our most exciting year yet at Madison Reading Project!



Dolly Parton's Imagination Library

MRP is the official local Literacy affiliate of Dolly Parton's Imagination Library for all of Dane County. Through this exciting partnership, registered children from birth to age five will receive a high-quality, age-appropriate book each month, personalized with the child's name and mailed directly to the child's home, to create a gifting experience that makes books exciting and ignites the joy of reading. Made possible by Roots & Wings Foundation.



"Madison Reading Project has given our school an avenue to ensure our at-risk students have access to books they are excited about."

Books for Educators

Madison Reading Project is dedicated to connecting educators with free books and literacy resources that reflect and support the unique identities of their students. Our Books for Educators program gives teachers 25 high-quality books to build diverse and inclusive classroom libraries. Throughout the year, the Books for Educator shopping events, we gave 25,371 books to teachers.

The Big Read Reading Bus

You'll see our bus rolling around Dane County with the fun and colorful graphics and our logo, bringing awareness to our work and the organization. Everywhere it goes, a crowd of enthusiastic and excited kids and parents hover nearby. They are always excited to enter into the bus to look through and pick out a free book from this fully-mobile free book shop. In 2022, the bus traveled throughout the summer making regular stops at community centers, and bringing books to kids during the summer months, when schools are not in session and school libraries are closed.

23,486

total books donated to MRP!



866

combined
volunteer
hours



337

volunteers
who helped
us reach our
goals



847

teachers
supported through
Books for Educators



16,046

kids that received
books for the
winter holidays



2022 FINANCIAL ACTIVITIES

INCOME:

Donations (Unrestricted)	\$448,216
Donations (Restricted)	\$756,800
Event Income	\$117,761
In-Kind Contributions	\$78,328
Other	\$446

EXPENSES:

Program Services	\$496,813
Management & General	\$90,143
Fundraising	\$137,722
Wages & Benefits	\$306,903



“Research shows that the most successful way to improve the reading achievement of low-income children is to increase their access to print. For this reason, our school has LOVED our partnership activities with the Madison Reading Project to bring free, high-quality, age-appropriate books to our students.”

**- Todd Brunner
Sugar Creek Elementary School Principal**

STAFF

Rowan Childs, Founder & Executive Director
Deirdre Steinmetz, Program & Operations Director

Sarah Burke, Early Literacy Coordinator
Ann Christianson, Development Coordinator
Gloria Galicia, Program Assistant
Griffin Granberry, Program Assistant
Gloria Heiss, Program Leader
Lindsey Hinebaugh, Literacy Specialist
Natalie Holdahl, Program Coordinator
Tom Kobinsky, Grants Coordinator
Ella Rogers, Program Assistant
Summer Schultz, Volunteer Coordinator
Melissa Hornug, Little Free Library Program Asst.



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2022 COMMUNITY PARTNERS & SCHOOLS

Special Thanks to Our 212 Communities Partners

- 4-C
- ABC Guarderia Childcare
- Abundant Life Christian School
- Addison School of Free Minds
- Allied Food Pantry
- Anana Elementary
- Anana MSCR
- Arboretum Elementary School
- Badger Ridge Middle School
- Badger Rock Middle School
- Bayview
- Belleville Elementary
- Black Child Book Fair
- Black Girl Magic Conference
- Black Hawk Middle School
- Black Men Coalition Foundation - Baseball
- Bridge Lakepoint Waunona Community Center
- Born Ready Entertainment - Tea and Tiaras Event
- Box of Balloons
- Boys & Girls Club of Walworth County
- Boys & Girls Clubs of Dane County
- Bridges for Families
- Brooklyn Elementary
- Bugs and Books Event
- C.H Bird
- Central Heights Middle School
- Chavez Elementary
- CI Pediatric Therapies
- City of Madison Planning Division
- Columbus Elementary School
- Community Action coalition
- Community Connections Free Clinic
- Cottage Grove School
- Country Creek Learning Center
- Country View
- Creative Learning Preschool
- Creekside Elementary
- Crestwood Elementary
- Cross Plains Library
- Cultured Kids of Madison
- Dane County Juvenile Court - Shelter Home
- Dia de Futbol
- Dunns marsh neighborhood association
- East Madison Community Center
- Eastside
- Elm Lawn Elementary
- ELMOrific child care
- Elvehjem Elementary
- Elver park neighborhood center
- Emerson Elementary
- Empty Stocking Club
- EOTO
- Forest Edge Elementary
- Franklin Elementary
- GBH
- GiGi's Playhouse Madison
- Ginger Bread House
- Glacial Drumlin School
- Glacial Drumlin Trail
- Glacier Creek Middle School
- Glacier Drumlin Middle School
- Glacier Edge Elementary School
- Goddard
- Gompers Elementary
- Goodman Community Center
- Greenway Crossing Montessori
- Guardian Whiskers
- Hearts and Hands Children's Center
- Henderson Elementary School
- Here We Grow Learning Center
- Heritage Elementary
- Hmong New Year - AEC
- Hmong New Year - Madison College
- Huegel Elementary
- InBusiness Expo
- Intermediate School
- Isamar Homeschool
- J. F. Kennedy Elementary
- Jefferson Middle School
- John Muir Elementary
- Kennedy Elementary
- Kennedy Heights
- Kinder Ready
- Koshkonong
- Kromrey Middle School
- LaFollette High School
- Lake View Elementary
- Lapham Elementary
- Latino Fair
- Learning Tree and Playland
- Leopold Elementary School
- Let the Dragons Fly Family Child Care
- Lighthouse Christian School
- Lincoln Elementary
- Lowell Elementary
- Luke's Closet
- Luna's Groceries
- Lussier
- Madinah Academy
- Madison College Hmong American Day Celebration
- Madison Country Day School
- Madison Gospel 5k
- Madison Public Library - Hawthorne
- Madison Schools/Lapham EC itinerant Program
- Making the Heart Smile
- Marquette Elementary
- Marquette Neighborhood Association
- Marshall ELC
- Marshall Elementary
- Maydm
- MCPASD Summer Academy
- Meeting House Nursery School
- Memorial High School
- Mendota Elementary
- Middleton High School
- Midvale
- MMSD Intensive Intervention
- Monona Library
- Moppet Daycare
- Mount Horeb Primary Center
- MPL - Hawthorne
- Mt Horeb High School
- Muir Elementary
- Munch Route
- Neighborhood House
- New Century Charter school

2022 COMMUNITY PARTNERS & SCHOOLS

- New Life Church
- Northport Apartments
- Northside Elementary Middleton
- Northside Elementary Sun Prairie
- Nuestro Mundo Community School
- O'Keefe Middle School
- Odyssey
- One City Elementary
- One City HS
- One City MS
- Orchard Ridge Elementary
- Orchard Ridge Nursery School
- Oregon High School
- Our Lady Queen of Peace
- Packers
- Padres Unidos
- Park Elementary
- Parks alive
- Patrick Marsh Middle School
- Pequeland Bilingual Childcare
- Pheasant Branch Conservatory park
- Play n Learn
- Pope Farm Elementary School
- Prairie Elementary School
- Prairie View Middle School
- Preschool of the Arts
- Progress Center for Black Women
- Public Health
- Reach Dane
- Refugee Picnic and Community Celebration
- RISE
- Rome Corners Intermediate
- Ronald McDonald House
- Salvation Army
- Sauk Trail Elementary
- Savanna Oaks Middle School
- Schenk
- Southdale Park Community Outreach
- SPASD Summer Lunch Program
- Spring Harbor
- St. Dennis
- St. James School
- Stephens Elementary
- Stoughton Extended Day Head Start/4K
- Sugar Creek Elementary
- Sun Prairie East High School
- Sun Prairie Hmong Community
- Sun Prairie West High School
- Sunset Ridge
- Taylor Prairie Elementary School
- Teamwork Associates
- The Learning Garden
- The Playing Field
- The Road Home
- Theresa Terrace
- Thoreau Elementary
- Token Springs Elementary
- Toki Middle School
- Trucks and Treasures
- VA Kids Center
- Van Hise Elementary
- VASD
- Vel Phillips Memorial High School
- Velma Hamilton Middle School
- Vera Court
- Verona Area High School
- Verona Area International School
- Verona High School
- Waterloo Elementary
- Waubesa Intermediate School
- Waunakee Community Middle School
- Waunakee Community School District
- Waunakee Intermediate School
- Week of the Young Child
- West High School
- West Middleton Elementary
- Westminster Church/Thoreau School
- Westside Elementary
- Whitehorse Middle School
- WI heights Elementary
- Wil Mar
- Windsor
- Wingra
- Wisconsin Gambia Association
- Wisconsin Heights Elementary
- Wright Middle School
- Wright MS

